

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application No.	: 09/966,676	Confirmation No. 4988
Applicant	: Brendan Traw	
Filed	: 9/28/2001	
TC/A.U.	: 2623	
Examiner	: Son P. Huynh	
Docket No.	: 042390.P11771	
Customer No.	: 8791	

Commissioner for Patents  
PO Box 1450  
Alexandria VA 22313-1450

DECLARATION UNDER 37 C.F.R. § 1.131

Dear Sir:

I, Brendan Traw hereby declare that:

1. I am the inventor of the subject matter claimed in the above-identified patent application, which is assigned to Intel Corp.
2. This declaration is to establish conception of the invention in the above-identified patent application in the United States, at a date prior to June 15, 2001, the filing date of U.S. Patent No. 7,020,893, which was cited by the Examiner.
3. We understand that the invention relates to the following:

A. A method, comprising:  
receiving meta-data broadcast by a server system, the meta-data including descriptions of a plurality of data files currently being broadcasted or to be broadcasted by the server system;  
rating previously broadcasted data files based on meta-data associated with the broadcasted data files, respectively, in response to a content rating table, wherein the content rating table includes at least a rating value and a rating type for broadcasted data files, wherein the rating value is the combination of a relevance value and a believability factor, the relevance value corresponding to a likelihood that a user will want to watch the broadcasted data file based on the descriptions of the meta-data and the believability factor is a weighting factor corresponding to the accuracy of past relevance value determinations, and the rating type indicates whether the rating value was generated explicitly based upon prior explicit input from the user or implicitly generated without prior explicit input from the user;  
storing previously broadcasted data files meeting a pre-determined ranking threshold in a storage device to create a plurality of stored data files;

comparing the rankings of the plurality of stored data files to determine a best stored data file;  
rating currently broadcasted data files in response to the content rating table;  
comparing the rankings of currently broadcasted data files to determine a best currently broadcasted data file;  
selecting the best currently broadcasted data file or best stored data file with the highest ranking; and  
displaying the selected best currently broadcasted or stored data file automatically on a personalized channel on a display device.

B. An apparatus, comprising:  
a processor having circuitry to execute instructions;  
a communications interface coupled to the processor, the communications interface coupled to receive data files and meta-data from a server system; and  
a storage device coupled to the processor, the storage device having sequences of instructions stored therein, which when executed by the processor cause the processor to:  
rate previously broadcasted data files based on meta-data associated with the broadcasted data files, respectively, in response to a content rating table, wherein the content rating table includes at least a rating value and a rating type for broadcasted data files, wherein the rating value is the combination of a relevance value and a believability factor, the relevance value corresponding to a likelihood that a user will want to watch the broadcasted data file based on the descriptions of the meta-data and the believability factor is a weighting factor corresponding to the accuracy of past relevance value determinations, and the rating type indicates whether the rating value was generated explicitly based upon prior explicit input from the user or implicitly generated without prior explicit input from the user;  
store previously broadcasted data files meeting a pre-determined ranking threshold in a storage device to create a plurality of stored data files;  
compare the rankings of the plurality of stored data files to determine a best stored data file;  
rate currently broadcasted data files in response to the content rating table;  
compare the rankings of currently broadcasted data files to determine a best currently broadcasted data file;  
select the best currently broadcasted data file or best stored data file with the highest ranking; and  
display the selected best currently broadcasted or stored data file automatically on a personalized channel on a display device.

C. A machine-readable medium of a storage device having instructions tangibly stored thereon executed by a processor to cause the processor to:  
receive meta-data broadcast by a server system, the meta-data including descriptions of a plurality of data files currently being broadcasted or to be broadcasted by the server system;  
rate previously broadcasted data files based on meta-data associated with the broadcasted data files, respectively, in response to a content rating table, wherein the content rating table includes at least a rating value and a rating type for broadcasted data files, wherein the rating value is the combination of a relevance value and a believability factor, the relevance value

corresponding to a likelihood that a user will want to watch the broadcasted data file based on the descriptions of the meta-data and the believability factor is a weighting factor corresponding to the accuracy of past relevance value determinations, and the rating type indicates whether the rating value was generated explicitly based upon prior explicit input from the user or implicitly generated without prior explicit input from the user;

store previously broadcasted data files meeting a pre-determined ranking threshold in a storage device to create a plurality of stored data files;

compare the rankings of the plurality of stored data files to determine a best stored data file;

rate currently broadcasted data files in response to the content rating table;

compare the rankings of currently broadcasted data files to determine a best currently broadcasted data file;

select the best currently broadcasted data file or best stored data file with the highest ranking; and

display the selected best currently broadcasted or stored data file automatically on a personalized channel on a display device.

4. Prior to June 15, 2001, I completed an Invention Disclosure (Exhibit A) describing the invention and submitted the invention disclosure to the legal department of Intel Corp.
5. After receipt and review of the Invention Disclosure, the legal department of Intel Corp. decided to proceed with the preparation of a patent application and requested that Blakely, Sokoloff, Taylor & Zafman LLP prepare and file a patent application on the subject matter set forth in Exhibit A.
6. Thereafter, the above-identified patent application was prepared with due diligence and filed on September 28, 2001.

We hereby declare that all statements made herein of my own knowledge are true and that the statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Date: 12/9/07

CR JL  
Brendan Traw

# **EXHIBIT A**

**INTEL INVENTION DISCLOSURE**  
**ATTORNEY-CLIENT PRIVILEGED COMMUNICATION**  
located at <http://legal.intel.com>

DATE: 3/20/01SOFTWARE/INTERNET/IAL/ISL  
COMM.

It is important to provide accurate and detailed information on this form. The information will be used to evaluate your invention for possible filing as a patent application. When completed and signed, please return this form to the Legal Department at JF3-147. You can submit electronically via e-mail to "invention disclosure submission" if all of the information is electronic, including drawings and supervisor approval. If you have any questions, please call 264-0444.

1. Inventor: Traw Brendan  Middle Initial  
P \_\_\_\_\_  
C: \_\_\_\_\_  
In \_\_\_\_\_

Inventor: Bridges Bruce Denniston  
Last Name First Name

Inventor: Balogh Stephen Patrick  
Last Name First Name Middle Initial

Pt  
C:  
In  
H:

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MAR 23 2001  
PATENT DATABASE GROUP  
INTEL LEGAL TEAM

2. Title of Invention: Method for automatic, user conditioned, selection of television and movie content

3. What technology/product/process (code name) does it relate to (be specific if you can):  
[REDACTED]

4. Include several key words to describe the technology area of the invention in addition to # 3 above: Video, Movie, Relevance Engine

5. Stage of development (i.e. % complete, simulations done, test chips if any, etc.): 0%

6. (a) Has a description of your invention been, or will it shortly be, published outside Intel:

NO: X YES: \_\_\_\_\_ If YES, was the manuscript submitted for pre-publication approval? \_\_\_\_\_

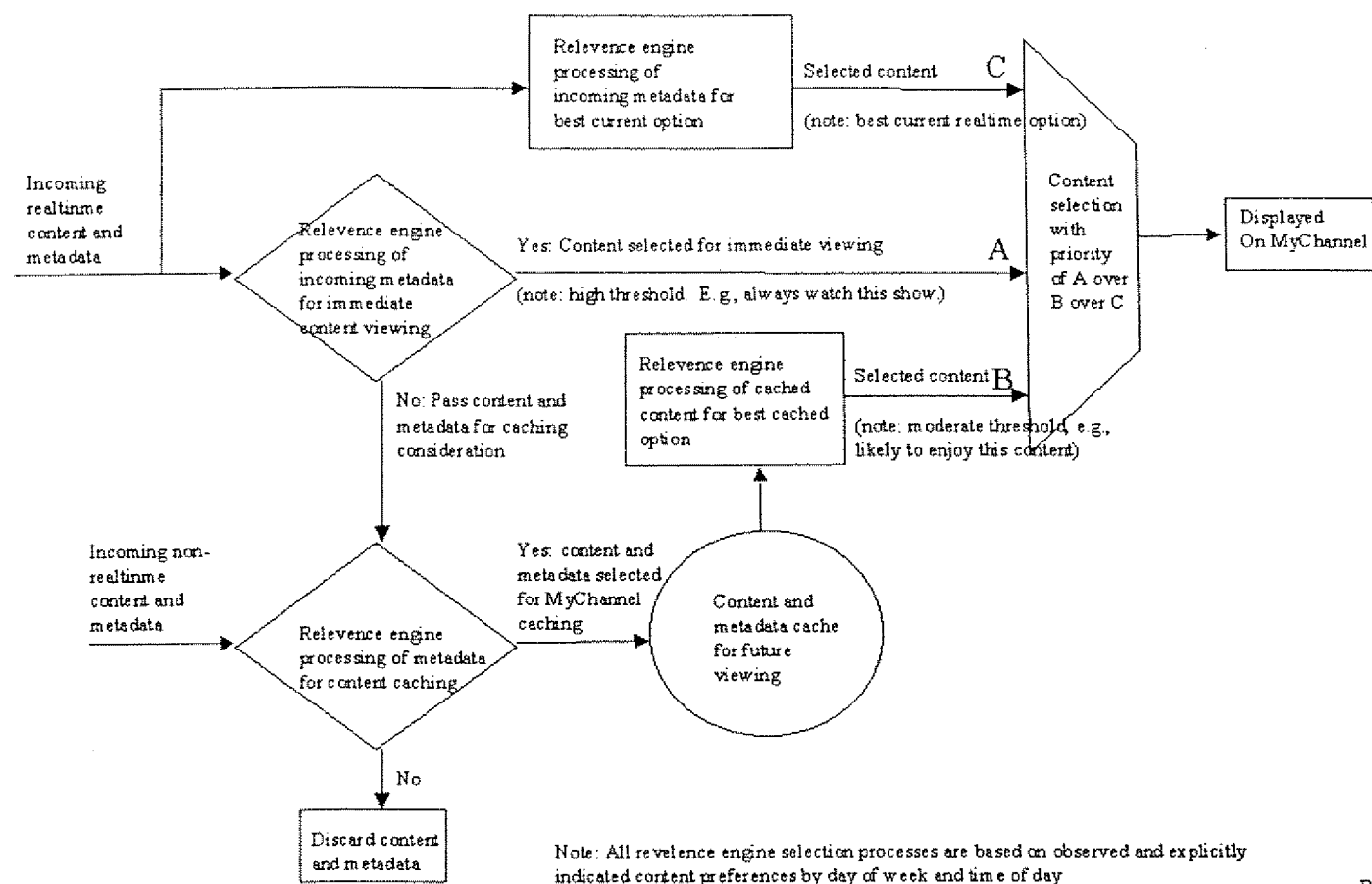
IDENTIFY THE PUBLICATION AND THE DATE PUBLISHED: \_\_\_\_\_

(b) Has your invention been used/sold or planned to be used/sold by Intel or others?

NO: \_\_\_\_\_ YES: X DATE WAS OR WILL BE SOLD: TBD

**3. YOU MUST include at least one figure illustrating the invention. If the invention relates to software, include a flowchart or pseudo-code representation of the algorithm.**

## Conceptual MyChannel Operation



B. Traw  
1/27/01

#### 4. Value of your invention to Intel (how will it be used?).

Any Intel business that delivers content to an end user product can benefit from this invention. BCS, Broadcast Content Services is a near video on demand delivery service that would be able to offer this invention for an additional charge of their video delivery service.

#### 5. Explain how your invention is novel. If the technology itself is not new, explain what makes it different.

Current implementations of video cache services and core interest channels, e.g. the Cartoon network, deliver compelling entertainment content targeted at specific interest groups. This invention combines the best of these two methods with a relevance engine that determines the best content to be displayed automatically based on users past viewing history and other user supplied information. No user selection is involved other than "tuning" into that MyChannel. Additionally the type of advertisements can also be individually tailored to target the users likes.

#### 6. Identify the closest or most pertinent prior art that you are aware of.

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#### 7. Who is likely to want to use this invention or infringe the patent if one is obtained and how would infringement be detected?

Terrestrial broadcasters, MSOs, (Cable providers), Digital Broadcast Satellite providers, Internet service providers all could utilize this invention to enhance their current video delivery services.

HAVE YOUR SUPERVISOR READ, DATE AND SIGN COMPLETED FORM  
OR FORWARD IT ELECTRONICALLY VIA E-MAIL TO "INVENTION DISCLOSURE SUBMISSION"

DATE: \_\_\_\_\_ SUPERVISOR: \_\_\_\_\_

BY THIS SIGNING, I (SUPERVISOR) ACKNOWLEDGE THAT I HAVE READ AND UNDERSTAND THIS  
DISCLOSURE, AND RECOMMEND THAT THE HONORARIUM BE PAID